NONPROFIT LEARNING LAB

Online Conference Trainer Details

TECHNICAL LOGISTICS

- The Nonprofit Learning Lab uses GotoWebinar for online conferences. All presenters will receive a link to use for the live webinar. Presenters will receive e-mail reminders with their links from GotoWebinar. Make sure to check your spam folder for the link b/c sometimes it ends up in spam.
- Please make sure all other applications on your computer are closed. Shutdown your computer the night before. This will free up memory and speed for the presentation and minimize glitches.
- **Be in a quiet area:** Turn off email notifications to avoid having private messages pop up on the screen.

AUDID & VISUALS FOCUS ON CONTENT

- As a trainer, your focus should be on the content and teaching the participants. All trainers will have a moderator that provides techincal support during the workshop. The support staff will be responsible for starting and recording the webinar, providing attendees with technical assistance, and introducing you based on the biography you provide. Our support team will be monitoring questions that come through the platform and manage all the polls.
- Use talking points to ensure a smooth delivery, and speak slowly. Sometimes, individuals can speak faster when they are nervous or when no one can see them. Speak slower than you think you should.
- **No video or animated slides**: It slows down the system and can negatively impact your audio. Our participants want to learn from you. If you have a video that you want to share - send it to us in advance.
- **Slides**: Please check your photos-no fuzzy photos. Make sure to brand your slides with your organizations contact information, website and logo. Ideally every single slide should have this in the footer section of the slide. It is good branding!
- When participants can't see you visbily talking - it can be harder to understand everything you are saying.
- Participants are muted during the call. Participants will communicate via the question box. Your support staff will monitor the participant question box.

CONTENT REQUIREMENTS

- We like to ensure a consistent training approach for all of our webinars. Our webinars are content focused and managed by a moderator to suppor the trainer.
- **SLIDE 1**: Your Nonprofit Learning Lab moderator will introduce you at the beginning of the webinar. Your first slide should be your Title Page AND "about you" section, which should include your name, company/org, workshop title and contact info. Your workshop moderator will introduce you based on the professional bio submitted to us. Please do not have more than this title/introduction slide.
- **SLIDE 2**: The second slide should be your learning objectives for the workshop which should include 3-4 bullet points. After the second slide, please go right into content.

CONTENT REQUIREMENTS

- **Focus on Content:** Use practical examples from the nonprofit sector to keep the audience engaged. Please ensure they are relevant to the nonprofit sector. While we do enjoy a good story, webinars are not the place for personal stories or detailed background info of "how I started in the industry"–we provide CEUs and need to meet standards. Participants seek out our online conferences for a deep dive into the content -so it is necessary to focus online workshops on content only.
- **Keep it Dynamic:** Please have at least 30-40 slides for a 50 minute webinar. When leading a webinar, there is no audience in front of you, the pace moves quicker than expected.
- **Know Your Audience:** Seventy five percent of our attendees are executive directors and/or nonprofit professionals with about 10-12 years of experience in the field. Please make sure that your workshops dive deep and and at the intermediate or advanced level.
- **Actionable Steps:** Our program participants want actionable content (i.e. strategies, tools, tips, tricks, checklists and steps) that they can easily executive and implement. Consistent feedback is that workshops sometimes have too many "catchy slogans" rather than actionable content. Actionable content includes "to-do list" or "check-lists" or "important tips to remember." It is a good idea to have at least 6 slides that include tips and tricks that nonprofit professionals can implement.
- **Key Takeaways**: End the workshop with a slide that focuses on key takeaways. Always end the workshop with 3-4 key takeaways to reinforce the learning objectives. There should be a dedicated slide at the end titled "Key Takeaways".
- **Keep it Appropriate:** Please refrain from talking about political candidates or other topics that could potentially cause a participant to leave your online workshop. Please also do not misappropriate someone else's culture or religion during a workshop. We will review slides in advance to ensure that all content is appropriate.
- **Submitting Slides Prior to Workshop**: Please email final slides to program@nonprofitlearninglab.org

INTERACTIVE COMPONENTS

- **Polls**: Use 2-3 polls and spread them throughout the webinar. Polls keep the audience engaged.
- **No Dead Air:** Our support staff will create polls and review the results during the actual webinar. We can't have "dead air" (participant will think there is an audio issue) so during polls have an anecdote or a story that you share while participants are responding.
- **Poll Length:** Questions for polls can only be 126 characters in length and answers can only be 59 characters in length. Polls must be emailed to program@nonprofitlearninglab.org at least 7 days before the online conference.
- **Put Your Polls in the Slides:** Polls should also be put into the slides so you and your moderator are aware when they are happening in the workshop.
- **Questions From the Audience**: Depending on the length of your overall presentation, there should be two slides dedicated to asking for questions from the audience. Typically, we suggest to put in a question slide at slide 18 AND slide 30 and also allow for final questions at the end of the workshop. Anticipate about 3-5 questions throughout your presentation from the audience.